Chapter – V

SUMMARY OF FINDINGS, CONCLUSIONS AND RECOMMENDATIONS
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5.1 Introduction

In this chapter the results of the study are summarized. Findings and results are discussed along with its implication for the Advertising industry. The implication of the results for creative professionals is also discussed in this chapter. As a final summing up of the thesis, it restates the problem, method used and puts forth the conclusions of the study and also its limitations.

A literary text tries to convey a message through symbols, images and various devices and elements. It is a short hand to communication. In a highly cluttered, multi-channel media environment, it may be desirable for advertising to develop a telegraphic language for communication, as is used in literary texts of great value. The important questions raised in this study are that, if literary devices and literary components are effective, what exactly is the nature of impact of these devices on the audience and how it brings about a change in attitude. The researcher thinks that he has addressed this question in the right perspective and has tried to resolve the problem not withstanding the limitations imposed on him by various constraints.

The researcher has tried to formulate the problem that is encountered by advertising agencies in a multi-channel environment in a theoretical framework in the backdrop of literary and advertising theories. More specifically the area of study relates to the nature and type of impact of literary devices and elements that are used in advertisements and how it affects communication effectiveness thereby
leading to advertising effectiveness. In keeping with this framework, the researcher postulated his objectives and hypotheses initially based on insights from experience and later refined as a result of Literature Review.

5.2 Objectives

General Objective: To study the general impact of literature on advertising and advertising effectiveness in the visual media.

Specific Objectives

1. To study and compare the impact of various literary devices, elements and components classified under four broad literary groupings – Rhetorical devices, Poetic elements, Dramatic elements and Archetypal symbol that are used in visual media Advertising on Advertising Effectiveness in terms of its Communication Effectiveness.

2. To measure the Attitude of visual media consumers towards advertisements using different literary devices, elements and components classified under four literary groupings – Rhetorical devices, Poetic elements, Dramatic elements and Archetypal symbol.

3. To explore the leisure time activities, reading and viewing habits of visual media consumers, their liking for various types of literary forms, their liking for various types of television programmes and also their liking for various items in the print media and its implications, if any, for the advertising industry.
4. To study the literary content of visual media advertisements by subjecting them to content analysis.

5.3 Hypotheses

1. Literary devices, elements and components that are classified under four literary groupings – Rhetorical devices, Poetic elements Dramatic elements and Archetypal symbol although related to each other, may create a differential impact in visual media advertising.

2. Different literary devices, elements and components in visual media advertising that are classified under four literary groupings- Rhetorical devices, Poetic elements, Dramatic elements and Archetypal symbol although related may create a differential effect on attitude of visual media consumers.

3. Leisure time, Reading and Viewing habits of visual media consumers, their liking for various types of literary forms, their liking for various types of Television programmers and also their liking for various items in the print media may have implications for the advertising industry.

5.4 Methodology

As explained in the methodology chapter (chapter-3) the study reported here embodies both a qualitative and quantitative perspective. But more emphasis is given to the quantitative aspect of the study. The type of research undertaken is exploratory in nature. The study was visualized to explore the nature and type of impact of literary devices and elements in visual media advertising and the effect of
the same on the media audience and also the relative change in attitude that it brings about. Major areas covered in this study are aspects of advertising copy research, communication effectiveness, advertising effectiveness and content analysis of advertisements. The period of study relates to advertisements released in the period 2003 to 2006 during which the economy witnessed a general boom and the Gross Domestic Product crossed 9%.

5.5 Sample

The sample used in this study was from Cochin Corporation, a mega city in the state of Kerala. The population covered was households in Cochin Corporation. The sample size was determined as 300 and multi stage stratified random sampling method was followed as the sampling method. The research participants consisted of media audience of both sexes aged between 18-58 years.

5.6 Research Instruments

The research instruments included an exhaustive questionnaire for media audience survey and test advertisements. Both print and TV advertisements were used in the study. For measurement of main variables, scales which were used in previous studies and scales that are codified in Handbook of Marketing Scales (1999) were adapted to collect responses on different items of information. Most of the factors included in these scales are relevant and applicable for measuring communication effectiveness of literary devices and elements. To get better insights on research questions, Focus Group Discussions were also conducted as part of the
study. A qualitative content analysis of Ads was also undertaken as a part of the study.

5.7 Procedures

On the basis of independent variables relating to literary devices, components and elements which form the main focus of the study the researcher pooled a large number of advertisements both print and Television Commercials containing any one of these literary elements under the four literary groupings. From this pool of advertisements a panel of experts consisting of an advertising executive, marketing academic and a literary expert consisting of 3 members selected 20 advertisements. These short listed advertisements were later presented to a focus group for final selection of 10 test advertisements on the basis of guidelines for selecting and grouping the advertisements under 4 broad literary groupings. The focus group consisted of 2 marketing academics, 2 advertising professionals and 4 literature students. The final 10 test advertisements used for this study are the ones selected by this focus group. The selected Ads contained consisted of 10 literary elements broadly classified under 4 literary groupings i.e. Rhetorical devices, Poetic elements, Dramatic elements and Archetypal symbol.

The main source of information for this research was primary data supplemented by Focus Group Discussions. The procedure followed was sample survey method. Survey of media audience was conducted by administering a detailed questionnaire along with test advertisements and explanatory notes to brief them on unfamiliar terms.
5.8 Data Analysis

Several techniques were used in data analysis. Summary statistics of reduced data were reported in the form of percentages and mean values. For data analysis, statistical tests like correlation, ‘z’ test and ‘F’ tests were used with the help of SPSS package.

A summary of research methods used in this study is given below in Table.

5.1.

Table 5:1 Summary of the Research methods used in the study

<table>
<thead>
<tr>
<th>Independent Variables</th>
<th>Impact of Literature narrowed down to Rhetorical devices like Metaphor, Personification, Pun and Hyperbole, Poetic elements like Imagery, Rhyme, musicality, Dramatic elements like Plot, Characterization, Humour and Archetypal symbol like Good Mother.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dependent variables</td>
<td>Advertising Effectiveness - measured in terms of Communication Effectiveness.</td>
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<tr>
<td>Type of products and services covered</td>
<td>Consumer Goods and services</td>
</tr>
<tr>
<td>Place of research</td>
<td>Cochin Corporation</td>
</tr>
<tr>
<td>Population covered</td>
<td>Households – male and female members of a family under Cochin Corporation.</td>
</tr>
<tr>
<td>Respondents/Participants</td>
<td>Family members aged between 18 and 58 years</td>
</tr>
<tr>
<td>Source of Information/data</td>
<td>Primary data</td>
</tr>
<tr>
<td>Type of Research</td>
<td>Exploratory</td>
</tr>
<tr>
<td>Method of data collection</td>
<td>Sample survey method and Focus Group Discussions</td>
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<tr>
<td>Sample size</td>
<td>300</td>
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<tr>
<td>Sampling procedure/design</td>
<td>Multi-stage stratified Random sampling</td>
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<tr>
<td>Research Instruments</td>
<td>Questionnaire and Test advertisements.</td>
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</table>

5.9 Findings of the Study

1. Many respondents recollected advertisements using literary devices and elements and graphically described such Ads, which indirectly
suggests that literary devices and elements like Rhyme, Musicality, Humour, Imagery and Plot and Characterization, aid in memorization of Ads.

2. Buying Intention was more pronounced for brands, ads of which contained literary elements like ‘Musicality’, ‘Personification’, Plot and Characterization’ and ‘Humour’. This seems to suggest the communication effectiveness of such literary devices and elements.

3. Literary elements coming under Poetic elements like Rhyme, Imagery and Musicality and under Dramatic elements like Humour, Plot and Characterization score better in terms of Elaboration, Aad and Difficulty of Comprehension compared to Rhetorical devices and Archetypal Symbol.

4. Poetic elements – Imagery, Rhyme and Musicality , Dramatic elements – Plot, Characterisation and Humour and Archetypal Symbol- Good Mother create better communication effect in terms of Ad-aided Brand Recall and Ad-message clarity of communication compared to Rhetorical devices like Metaphor, Pun, Personification and Hyperbole.

5. Persuasive power of Ads containing literary devices and elements classified under Poetic elements and Dramatic elements group are stronger than Archetypal symbol and Rhetorical devices group.

6. Poetic elements like Imagery, Rhyme and Musicality help better in Ad-Recognition compared to Rhetorical devices, Dramatic elements and Archetypal Symbol.
7. Poetic elements and Dramatic elements (Imagery, Rhyme, Musicality, Plot, Characterisation and Humour) are more effective in creating Upbeat and Warm feelings and Pathos in the respondents compared to Rhetorical devices and Archetypal symbol.

8. Imagery, Rhyme, Musicality, Plot and characterization and Humour in advertisements produce greater Brand Reinforcement, Entertainment and Empathy compared to Rhetorical devices and Archetypal symbol.

9. Poetic elements like Imagery, Rhyme and Musicality and Dramatic elements like Plot, Characterization and Humor in Advertisements help better in creating a positive attitude towards Ads compared to Rhetorical devices and archetypal symbol.

10. Musical programmes are the most liked Television programmes followed by comedy programmes and serials. It seems that musical elements, humour and narrative elements may make the Advertisements more likable.

11. Although the popularity of literature and literary forms are waning because of the popularity of electronic media, literary elements are finding a place in advertising communication. Content analysis of contemporary advertisements show that short poetic couplets with musicality is profusely used in some of the advertisements.

12. The data extracted from Focus Group Discussions also confirm and underscore the findings of the quantitative analysis that certain literary components like Musicality, Rhyme, Humour and Imagery are liked
much better than other literary components like Metaphor, Pun, and Hyperbole classified under Rhetorical devices.

13. The survey results seem to suggest that Rhetorical devices are not that effective because they are intellectual in content. Contrary to the earlier research findings that rhetorical devices are effective in advertising communication (Tom, et. al, 1999, Mc Quarrie and Mick, 1996), it has been observed from the present research that some of the Rhetorical Devices are less powerful in communication compared to Poetic elements and Dramatic elements. Difficulty of comprehension of Rhetorical devices is also high.

14. Compared to all other visual media, Television is the most popular visual media. Majority of TV viewing audience watch Television for more than two hours a day. The popularity and the time spent for print media is much less compared to television media. Television is basically seen as a medium for entertainment and people expect to derive pleasure from such media.

15. Print media is generally read for information. Electronic media is used for information, entertainment and emotional satisfaction.

16. Although there are more than 170 television channels and most of the respondents surf across the channels they concentrate only on a limited number of channels.

17. Younger age groups prefer music in their leisure time compared to reading.
18. Respondents in the age group of 18-28, give preference for Sports news. Respondents of 28-58 age groups prefer political, social and cultural news. Lesser the education level, greater is the interest in humorous items in the print media and vice-versa.

19. Female respondents show less interest in political news compared to male respondents and female respondents show comparatively greater interest in cartoons and humorous items in the print media than male respondents.

20. Most of the respondents prefer watching television in the evening hours.

21. Respondents with lesser educational qualifications spend more than 2 hours for watching TV and such respondents spend less than 1 hour for other media.

22. Most of the respondents prefer Malayalam channels and programmes that come in Malayalam channels.

23. In case of Unaided Brand Recall, Advertisements of brands recalled shows that literary devices and elements find a place in the Ads of such brands, suggesting the communication effectiveness of such literary devices and elements.

24. The most liked television channel is Asianet followed by Soorya and Amritha.

25. Brand Loyalty is more pronounced in toilet soap category gold Jewellery and toothpaste and for respondents the most important
attributes of Brand loyalty are perceived quality of the Brand and the influence of advertisements.

26. As far as purchase decision is concerned, price of the brand and perceived quality of the brand are the two critical factors that affect purchase decision.

27. Unaided Recall of Advertisements is found to be quite high in case of products and services, which are used frequently, and with high Ad-exposure.

28. In case of Brand aided Message Recall, message recall is stronger for the first brand identified by the respondents compared to the message recall of the second brand.

29. The most liked literary forms are short story, comedy, and novel. This implies that respondents may like narrative programmes and programmes with humour content. The survey revealed that many respondents like serials and comedy programmes, which seems to point towards their liking for identical literary forms.

30. The most liked advertisement is “Johnson’s Baby Shampoo”, which contains the Archetypal Symbol - “Good Mother”. This seems to suggest that Archetypal symbol (Good Mother) is effective in advertising communication.

5.10 Conclusions

By way of conclusion, it can be said that the survey results point to the differential impact of literary devices, elements and components and the fact that
these devices have much to contribute in bringing about Advertising Effectiveness in terms of Ad. Recall, Ad. Recognition, Ad. Likeability, Ad. Message -Clarity of Communication and Attitude towards Ads. The results of the study seem to confirm that there is a strong correlation between the use of literary devices and elements and Advertising Effectiveness. However, the effects of these devices differ across literary groupings and elements. The effect is not the same in case of different literary elements. It also seems that an Ad need not be liked just because a literary element is used. Rubco Rainbow Ad, using Rhyme is the least liked Ad by the respondents, which seems to suggest that usage of literary device alone is no guarantee for liking of the Ads. Other relevant textual elements in the Ad may enhance the beauty and effectiveness of such devices.

It is revealed from Focus Group Discussions that media audience do not like information ‘Per se’. Brand related information becomes palatable to most of them only when it is clothed in emotion, humour and when it is imbued with musicality and conveyed in a narrative form. This may be the reason for the comparatively lesser liking and appreciation towards Rhetorical devices, as these devices to a certain extent is intellectual in character. It is seen that respondents taste is diverse. However, there is still a pattern in it.

The results of the survey in no way claim that just by using a literary component in the ad there will be effectiveness. On the contrary, it suggests that other factors of marketing mix, characteristics of the relevant market segment and communication elements that are appropriate and structure and content of the Ads
are all equally important. What is more important is that literary components and devices may have to be used in an Ad in conjunction with other contextual elements in keeping with the general tone of the Ads. Such literary devices are to be used synchronously with other components fitting in to the overall form and content of the Ads. There are a number of other literary elements and literary techniques, which are not dealt with in this study, which can equally be employed in advertisements.

This research has tried to explore the way literary devices and components affect advertising and its overall impact on advertising effectiveness. This area is hitherto unexplored in the Indian context. The researcher has attempted to study the response of the media audience from a sample at the field level and their reaction to advertisements with literary elements and at the same time documenting similar studies that are conducted in the Western context. The researcher feels that this is a potential area for future research which needs linkages with other disciplines like Socio-linguistics, Psycho-linguistics, Psychology and Anthropology, thereby taking forward advertising research to a multi-disciplinary realm in the Indian context.

This research was focused mainly on the impact of literature, literary components and devices on Advertising Effectiveness. Literature is a vast area and all aspects of literature may have impact on advertising and advertising effectiveness. Covering all these aspects is beyond the scope of a single research. The researcher has therefore, narrowed down the focus of study as mentioned in
chapter-I, to that of studying the potential impact of Rhetorical devices, Poetic elements, Dramatic elements and Archetypal symbol on advertising and Advertising Effectiveness. Multiplicity of media and media vehicles as are available in plenty in the present context calls for attention to many other factors which may have strategic implication for scheduling of advertisements in various media. The research focus here is only on literary devices and components. Other factors related to marketing are also equally important in advertising. But such factors have been excluded from the purview of this study, as these are beyond the scope of this study.

5.10 Limitations

1. There is a small amount of risk in generalizing the results of the survey just on the basis of a small sample. In spite of the fact that the samples have been selected with extreme care and such samples may represent a cross section of the population, such representativeness cannot be guaranteed on a hundred percent basis.

2. A single shot study may not bring in greater accuracy. The study should have been conducted during different time periods throughout the year, especially during festivals like Onam, Christmas and Ramzan when Advertisements abound with cultural symbols and overtones. Moreover an experimental design with more inputs from Psychology and Anthropology would have been more appropriate to study in-depth relationships among the variables.
3. The methodological assumption that all respondents have the same exposure to ads and other intervening variables may not be correct in the real world. As the intensity and influence of these variables are likely to differ across respondents, their responses to a certain extent are likely to be influenced by their prior exposure to these Ads and other intervening variables.

4. It is presumed that the data collected on interval scale is sufficient for undertaking statistical tests.

5. The Pool of Test Ads for preliminary screening were initially selected on the basis of literary devices or elements contained in them based on the personal judgment of the researcher by continuously watching various satellite television channels for several months, browsing through leading newspapers and magazines. Inspite of this, some Advertisements, which are highly significant from a literary point of view, might have escaped the attention of the researcher.

6. As the test Ads are selected on the basis of literary criterion, intervening variables like quality and price of brand etc. that are important for brand liking are not considered in selecting the brands for study. Only brands using literary elements and devices in their Advertisements were included in the study.

7. Prior exposure to Ads by the respondents and their familiarity with respective brands that are selected for the study may vary across respondents. But such variations have not been accounted for in this study. The researcher thinks that such variation in exposure and familiarity with respective brands may not
have much influence in the individual respondent’s appreciation or disliking for literary elements and components that are used in these Test Ads.

8. Ads are shown independently, divorced from their natural reading and viewing setting in course of their daily routine. Therefore there is a possibility of slight difference in reaction to these Ads, as distinct to the reaction they may show to Ads, which are part and parcel of the media vehicle, and media content they attend. But the researcher has taken extra care to show the TV commercials in full through Laptop to see that the respondents are exposed to the commercial in full to supplement the storyboard approach.

9. The questionnaire used for the survey contained a number of literary terms, which were explained to the respondents orally and by providing explanatory notes. The questionnaire was a bit lengthy and as such administration of the questionnaire to a single respondent took more time, roughly about an hour, thereby prolonging the duration of the data collection phase of the research.

10. The mood of the respondents and their cognitive or other busyness at the time of questionnaire administration are likely to influence their interest towards Test Ads shown. Such contextual variables are not taken in to account in this study.

5.12 Implications of the study for the Advertising Industry

It is a fact that increasing media clutter and increase in the number of media vehicles have resulted in a situation where audience attention is in short supply. The present research seems to suggest that media habits of the target market are crucial
in deciding about the execution of advertisements. For an advertiser the most important point is how to get in to the mindscape of audience and how to make the Advertisement reachable to the maximum number of the relevant segment within the constraint of a given Ad budget.

Advertisers should be sensitive to the peculiarities of the visual media and understand why consumers seek after such media. It seems that newspapers and magazines are read for information and television gives emotional satisfaction in addition to information. Accordingly advertisements are to be planned and executed by ad agencies by taking in to account the specific need that is fulfilled by the respective media satisfying such needs of media consumers. It seems that informative ads should be placed in newspapers along with news items in newspapers and ads with emotional content should be put in Television along with programmes with emotional content. In this context, the observation made by Hirschman and Craig (1997) that non-advertising forms of mass media influence audience in deriving meanings from advertisements is pertinent.

Both print space and air time are precious. Therefore, an Ad should be placed in the Television media when majority of the consumers in the target market watch television in channels and along with the programmes of their choice and in print it should at a spot where majority of readers concentrate. Consumers are seeking specific media genres for specific content. Profiling the target market consumers, their media habits and understanding their aesthetic orientation and
preference for specific programmes have great implication for advertising industry in planning advertisements in the television media.

It seems obvious from this research that media consumers are attracted by certain elements and components of literature like Musicality, Humour, Plot and Characterization, Imagery and emotive Archetypal symbols and that there is variation in the effect of these devices on Advertising Effectiveness. It appears that younger generations are more attracted by musical elements in Ads than older generation. Liking for various literary elements in Ads by the respective class of consumers may have to be taken into account while planning advertisements in the visual media.

From a strategic point of view Brand Building requires certain recurring themes that are crafted meticulously to build a brand story. Creating Brand Loyalty and Brand Identity are important ingredients for strategic brand management. Literary devices and components may help advertisers to creatively construct a brand narrative in keeping with the aesthetic taste of respective market segments.

Tiwari (2003) indicates that advertising works like a “Magic Mirror” just like an ordinary mirror “in that it lets the consumers see their own image in the mirror (of advertising) and the magic happens only when, unlike in an ordinary mirror, they see themselves not as what they are, but as what they want to be and by playing up their wants and aspirations, advertising makes the brands desirable.”
Media genres are cultural texts identical to literary genres. Media genres and literary genres have many common textual elements and components, like episodic narratives, poetical renderings with musicality, humour and use of emotive symbols. These are the mainstay of both media and literary genres. Advertisements are a separate genre in itself. But it is difficult for Advertisements to have an independent existence, as Ads are essentially an integral part of the media. It may therefore be desirable for advertising to emulate other genres (both media genres and literary genres) to get equal attention. As far as a product or service or a media genre is concerned, positioning happens only when it is put “in the mindscape of the prospect” (Trout, 2003).Advertisers should try for such positioning of ads and the present research is an area of immense potential for the advertisers.

Strength of the copy is a critical factor for successful advertisements. It is felt that the insights of this research will help in copy writing. A professionally oriented copywriter should have good grounding in language and literature. It is felt that in advertisements, words, symbols, characters and situations used should go deeper than the literal level of meanings. It is here that a literary bent of mind helps the copywriter. In spite of the media clutter and ‘time famine’ on part of the audience, there are certain components that are common to both literature and advertising that strikes a chord with the audience. The findings of this research suggest that these elements are musicality, humour, imagery, plot and characterization and emotive archetypal symbols like good mother.
Focus Group Discussions showed that rather than lengthy dialogues, consumers like short couplets in the form of jingles and in place of highly informative advertisements, they like suggestive Ads with elements of fiction in a narrative form. From a practical point of view and to avoid advertising wastage and communication risk, advertisers may therefore probe further, to what extent and in which areas; literary concepts are likely to aid advertising communication.

On the basis of these implications for Ad industry, the researcher would like to put forth certain specific recommendations for the benefit of advertising (creative) professionals in the light of the present research.

1. Profile the target market, their general attitude, aesthetic and artistic taste and their general liking for media content. Insert the Ads along with programmes they like in case of Television and near a place where they are likely to concentrate in print media depending on their taste. Use such copy and literary elements as are likely to be appreciated by the target market.

2. There should be synchronization between the advertising components and the components that are specific to a media genre, which the target audience likes. If they like narratives, more fictional elements should be included in the Ad. If they like music, efforts should be made to put more musical elements in the Ads. In case of print Ads, the Ad should be designed in keeping with the taste of the target market for various media contents in the print media.

3. Media planning is to be done in keeping with the preference for TV programmes and preference for specific news items of the audience.
Suggestive and evocative Ads are better in communication, as confirmed by Focus Groups.

4. Ads, which are not liked by the audience, may wear out very quickly and lead to advertising wastage and repeated exposures are likely to bring in negative results. Advertisers may have to pull out such Ads immediately.

5. It is not the number of exposures that are important for an Ad. The success of an ad depends on how best the advertiser is able to position the Ad correctly in the target markets’ mind and thereby the brand embedded in it.

6. Advertisers should try to study the postmodern trends that are visible in a changing society like our’s, especially in states like Kerala in the post-globalization era. The researcher has found through observations, interaction with consumers and through content analysis of visual media programmes, discussions with professionals and through focus group discussions that there is a superficial playfulness about matters of social realities in general and politics in particular which is characteristic of the postmodern condition by the majority of the middle class members. They are the consuming community and they give much importance to entertainment and fun in watching the media rather than serious subjects, not withstanding their penchant for narratives and musical programmes. Majority of them like parody and humour, which is typical of postmodern sensibility.

Brown (1997) observes that “postmodernism is predicated on profusion, pastiche, parody, playfulness, paradox, profanity, prevarication, profligacy, plurivalence and not least, phantasmagoria” and he also categorises
postmodern marketing thought in to twenty schools. Murphy and Potts (2003) referring Guy Debord, says that “commodification of culture had reached such a degree that life itself had become mediated by mass-produced spectacles” and as a result lived experience was alienated as consumers preferred the copy to the thing”. Todd (1998) visualizes that “popular culture will remain not only an economic underpinning but a medium for collective dreams and self-definitions, spiritual cement, inspirations, myths, pastimes, raptures, enchantments and disenchantments”.

Advertisers should spent considerable time on researching the emerging post modern psyche and popular culture, so as to get better insights on the present day consumer culture. Whether the evolving postmodern trend is related to growing affluence of the middle class in the new millennium is an issue best left to social researchers. Lyotard (1998 ) has defined postmodern “as incredulity toward metanarratives” and in the present context it can be said that mini narratives are finding a place in the social psyche in the form of various media texts and advertisements embedded in it.

7. In general, it is likely that the psychological orientation of the population is emotional in nature and not intellectual. Highly intellectual ads are not likely to be successful. Media, especially television media promotes, contents that are highly emotional. Therefore, loading the ads with feelings and evoking the right kind of feelings in the audience is very much essential for a winning advertising strategy. But at the same time, advertisers should respect the
reasoning ability and intellectual capability of the audience. They should not have a feeling that they are under estimated.

8. It is desirable to go for pre-test of ads, as this will give a clear indication about the various literary and other components of advertisements that are liked by the target audience. Post-test also should be conducted to get better insight and hind sight on the way the ad is received by audience, so that copy elements in future ads can be modified accordingly.

9. Advertisers should do a through research and prepare an inventory of cultural symbols with deeper meanings with communicative power to which the general population can relate, so that such symbols can be fruitfully employed in advertising.

10. Advertisers and copywriters need to understand how literary theories and resources help build a repository of knowledge for advertising communication and how it will help better communication. Audience psychology, their attitude and their aesthetic orientation are the deciding factors in selecting a particular literary strategy for communication.

5.11 **Scope for further studies**

It is hoped that this research will stimulate and open up new areas of research for advertising on themes that are common for both advertising and literature. Such research is likely to broaden and extend the frontiers of advertising research. Further research will supplement the findings of the present research and research is needed to design and fine tune a larger taxonomy of literary devices, components and elements that are relevant for advertising and which can be applied
effectively in advertising. More rigorous and sophisticated tests should be applied in future. Attitude is to be measured over a longer time frame to know the exact impact and liking for literary devices, component and elements in advertising.

Some of the potential areas for future research as visualized by the researcher are:

2. Narratives, Narratology and Advertising
3. Nostalgia, Culture Industry and Advertising
4. Romanticism and Advertising.
5. Post modernism and Advertising.
7. Analysis of advertisement texts using the tools of Literary Criticism.

Percy and Elliott (2001) while discussing the changing trends in advertising have pointed out that “recently sociology and anthropology have started to take consumption seriously as a central element in modern (or post modern) culture and together with a developing interest in semiotics, advertising is now studied from a plethora of social science perspectives” and accordingly advertising can be studied by using learning theories and information processing, psycho-dynamic theories, psycho-linguistics, critical
theory, propaganda and ideology, structuralism and semiotics, post-modernism, information economics, uses and gratifications theory, sociolinguistics, feminism, social semiotics and visual persuasion theory and post-structuralism.

As advertisements are basically a work of art, it may not be appropriate to see advertisements from a purely puritanical point of view. The scope of advertising is vast. An Ad may be used for promoting products and services, so also for furthering social causes. Social marketing is an area where public organizations concentrate to address serious social issues. An area of study like advertising which touches all aspects of life, imbibe ideas from other disciplines. Moreover advertising is closely related to consumer behavior and both branches of knowledge are deeply concerned with Human Psyche. For reaching to the depth of the mind of the consumer and for understanding their psyche, literature is as essential like psychology for advertisers to design better advertising strategies for communication by extracting devices, elements and components that are likely to strike a chord with the potential consumers. Literary inputs may definitely enrich advertising research and advertising communication.